

ORDER



Orders
Order / Rev: 705691 - 1
Alt Order #: 6275749
Product Desc:
Estimate: 11594
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 08/10/12 / 09/27/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact: Chris Vail
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: FL Vote No on 6 Committee
Demographic: A25-54
Product Codes: IS-Issue/Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	56	\$80,210.00	\$68,178.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	56	\$80,210.00	\$68,178.50	0.00
Totals	56	\$80,210.00	\$68,178.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/30/12	11/05/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	4	\$250.00	P-4	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		4			\$250.00			0.00			
2	WTSP	10/29/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	M--F--	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M--F--		2			\$250.00			0.00			
3	WTSP	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1			\$250.00			0.00			
4	WTSP	11/03/12	11/03/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$160.00			0.00			
5	WTSP	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$800.00			0.00			
6	WTSP	10/29/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	MT-TF--	:30	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-TF--		4			\$900.00			0.00			

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 Alt Order #: 6275749
 Flight Dates: 10/29/12 - 11/06/12

Advertiser: FL Vote No on 6 Committee
 Product Desc:
 Estimate: 11594

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M- - - - -	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$900.00			0.00			
8	WTSP	10/29/12	11/02/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M- W- - - -	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- W- - - -		2			\$900.00			0.00			
9	WTSP	10/29/12	11/02/12	M-F 4-5p Dr. Phil	CM	4-5p	- TWTF- -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -		4			\$800.00			0.00			
10	WTSP	11/05/12	11/05/12	M-F 4-5p Dr. Phil	CM	4-5p	M- - - - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$800.00			0.00			
11	WTSP	10/29/12	11/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF- -	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$550.00			0.00			
12	WTSP	11/05/12	11/05/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M- - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$550.00			0.00			
13	WTSP	10/29/12	11/02/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF- -	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$550.00			0.00			
14	WTSP	11/05/12	11/05/12	M-F 530-6p 10 News at 530p	CM	530-6p	M- - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$550.00			0.00			
15	WTSP	10/29/12	11/05/12	M-F 6-630p 6-630p 10 News	CM	6-630p	M- - - - -	:30	1	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- - - - -		1			\$1,000.00			0.00			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$1,000.00			0.00			
16	WTSP	10/31/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M- W- - - -	:30	2	\$2,600.00	P-3	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	M- W- - - -		2			\$2,600.00			0.00			
17	WTSP	10/30/12	10/30/12	Tue Prime A NCIS	CM	Tue 8-9p	- T- - - -	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T- - - -		1			\$10,000.00			0.00			
18	WTSP	11/01/12	11/01/12	Thu Prime C Elementary	CM	Thu 10-11p	- - - T- - -	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - T- - -		1			\$8,000.00			0.00			
19	WTSP	11/02/12	11/02/12	Fri Prime A CSI: NY	CM	Fri 8-9p	- - - - F- -	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - F- -		1			\$6,000.00			0.00			
20	WTSP	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	Sun 10-11p	- - - - - S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1			\$7,000.00			0.00			
21	WTSP	10/29/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF- -	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WTSP	10/29/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5			\$2,000.00			0.00			
22	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$2,000.00			0.00			
23	WTSP	11/03/12	11/03/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$1,400.00			0.00			
24	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$1,800.00			0.00			
25	WTSP	10/29/12	11/02/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5			\$700.00			0.00			
26	WTSP	11/05/12	11/05/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$700.00			0.00			
27	WTSP	11/02/12	11/02/12	730-8p Jeopardy	CM	730-8p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$3,000.00			0.00			
													Totals	56	\$80,210.00